

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
30 October 2003 (30.10.2003)

PCT

(10) International Publication Number
WO 03/090482 A1

- (51) International Patent Classification⁷: H04Q 7/00
- (21) International Application Number: PCT/FI03/00288
- (22) International Filing Date: 14 April 2003 (14.04.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
10/126,623 22 April 2002 (22.04.2002) US
PCT/IB02/02537 1 July 2002 (01.07.2002) IB
10/319,475 16 December 2002 (16.12.2002) US
- (71) Applicant (for all designated States except US): NOKIA CORPORATION [FI/FI]; Keilalahdentie 4, FIN-02150 Espoo (FI).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): KOPRA, Toni [FI/FI]; Hirvite 15 A B 6, FIN-01450 Vantaa (FI). MÄKIPÄÄ, Mikko [FI/FI]; Aioranta 9 A, FIN-00830 Helsinki (FI). ANTTILA, Akseli [FI/FI]; Pajalahdentie 6 B 25, FIN-00200 Helsinki (FI).
- (74) Agent: KOLSTER OY AB; Iso Roobertinkatu 23, P.O. Box 148, FIN-00121 Helsinki (FI).
- (81) Designated States (national): AE, AG, AI, AM, AT (utility model), AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA,

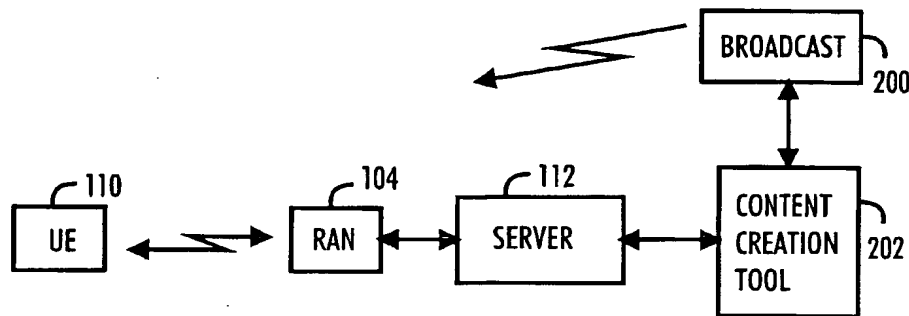
CH, CN, CO, CR, CU, CZ (utility model), CZ, DE (utility model), DE, DK (utility model), DK, DM, DZ, EC, EE (utility model), EE, ES, FI (utility model), FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK (utility model), SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

- (84) Designated States (regional): ARIPO utility model (GH), ARIPO patent (GI), ARIPO utility model (GM), ARIPO patent (GM), ARIPO utility model (KE), ARIPO patent (KE), ARIPO utility model (LS), ARIPO patent (LS), ARIPO utility model (MW), ARIPO patent (MW), ARIPO utility model (MZ), ARIPO patent (MZ), ARIPO utility model (SD), ARIPO patent (SD), ARIPO utility model (SI), ARIPO patent (SI), ARIPO utility model (SZ), ARIPO patent (SZ), ARIPO utility model (TZ), ARIPO patent (TZ), ARIPO utility model (UG), ARIPO patent (UG), ARIPO utility model (ZM), ARIPO patent (ZM), ARIPO utility model (ZW), ARIPO patent (ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declaration under Rule 4.17:
— of inventorship (Rule 4.17(iv)) for US only

[Continued on next page]

(54) Title: METHOD, SYSTEM AND USER TERMINAL FOR COLLECTING INFORMATION ON AUDIENCE OF BROADCAST MEDIA STREAM



(57) Abstract: The invention is related to a method for collecting information on an audience of a broadcast media stream. The method comprising: broadcasting a media stream on at least one broadcast channel of the broadcast system, transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel, connecting the audience to the media system as pas-sive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information, collecting information on the audience connected to the media system, the information being on active users and/or passive users, processing the collected information in a predetermined way.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/FI 03/00288

A. CLASSIFICATION OF SUBJECT MATTER

IPC7: H04Q 7/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC7: H04Q, G06F, H04L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

SE,DK,FI,NO classes as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 0199411 A1 (MINERVA NETWORKS, INC.), 27 December 2001 (27.12.01), figures 3A, 1B, 2A, abstract --	1-24
A	EP 1096743 A1 (LUCENT TECHNOLOGIES INC.), 2 May 2001 (02.05.01), see paragraphs [0011] - [0018], [0030] - [0037] --	1-24
A	WO 9935839 A1 (INTEL CORPORATION), 15 July 1999 (15.07.99), figure 7, abstract -- -----	1-24

☐ Further documents are listed in the continuation of Box C.☒ See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance: the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance: the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

10 July 2003

Date of mailing of the international search report

15 -07- 2003

Name and mailing address of the ISA/
Swedish Patent Office
Box 5055, S-102 42 STOCKHOLM
Facsimile No. +46 8 666 02 86

Authorized officer

Stefan Hansson/mj
Telephone No. +46 8 782 25 00

INTERNATIONAL SEARCH REPORT
Information on patent family members

29/06/03

International application No.

PCT/FI 03/00288

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 0199411 A1	27/12/01	AU 6810701 A CN 1386362 T	02/01/02 18/12/02
EP 1096743 A1	02/05/01	NONE	

GEPROTECT=AUTO			
@PJL SET RESOLUTION=300			
@PJL ENTER LANGUAGE=PCL			